

Secure, Reliable & Proven Application Performance Management for the Enterprise

Web Performance Matters to the Business

Your organization depends on your web applications to do business – from customer facing eCommerce, banking or travel applications, to mission-critical applications for your employees or partners. When it comes to performance, visitors' expectations for service and reliability are high. Speed matters, and every second counts. In fact, a one second delay in response time can reduce conversions by 7%, page views by 11% and customer satisfaction by 16%.ⁱ The average online shopper expects your website to load in two seconds or less. And after three seconds, up to 40% will abandon your site.ⁱⁱ

Furthermore, when a site has an outage, 9% of online customers permanently abandon it and 48% of site users establish a relationship with a direct competitor.ⁱⁱⁱ Besides lost revenue, your brand can be severely damaged as a result, since Internet users communicate their negative web experiences to 17 people on average.

In addition, ensuring quality online experiences for your internal customers, employees and partners is critical for your organization. Slow internal applications can severely hinder employee and partner productivity, bring your business to a stop, and put a strain on IT teams and application owners who need to spend valuable time and resources chasing down the root cause of a slow application along with their web development peers.

In this new era of rapid development, heterogeneous application platforms, and third-party components, composite applications are no longer entirely served from internal IT infrastructures. However, the pressure to optimize web performance has never been higher. Today, user satisfaction is everything. Your app must perform or your customers will defect to your competition and saturate your internal IT helpdesk systems with issue requests.

As you get ready to speed up your site, maximize revenue and protect your brand, let's review why New Relic is the clear web application performance management (APM) choice for you and your organization.

Effective Next Generation Application Management

The reality is that whether an application is fast or not depends on the end user's perception. Therefore, the best way to maximize business revenue is to track exactly what your customers are experiencing – from the moment they click until the page has loaded. And next generation web application performance management (APM) from New Relic does just that. New Relic is the all-in-one app performance solution that lets you see performance from the end user experience, through servers, and down to the line of application code, so you can immediately zero-in on the root cause of a slow application or web performance bottleneck in four clicks or less.

At New Relic, we have an unrivaled depth of knowledge and experience in the APM space. In fact, Lewis Cirne, our CEO and Founder, is known as the creator of production web application monitoring and is a driving force in innovative APM technology. As the founder and CEO of Wily Technology, Lewis pioneered Java application performance management and he holds several APM patents. More than 30,000 customers trust their mission-critical web apps to New Relic and we are fully committed to their long-term success.

Here are the key reasons why you should partner with New Relic to assure quality user experiences and optimal web performance for your organization.

"I've got 80 million visitors a month I need to worry about. I have Ruby, PHP, Java, and .NET apps – and they all need to be monitored! I don't know what I'd do without New Relic."

 **IGN** VP of
Engineering, David Ting

Why should you consider New Relic:

1. Select a SaaS-based solution — smaller investment with bigger returns
2. Have enterprise-class application performance management without the hassle, in just minutes
3. Get ONE view into your entire application stack: end users, application code & servers/databases
4. Proactively identify slow transactions and application bottlenecks
5. Know exactly what your end users are experiencing
6. One solution, multiple languages
7. Complete monitoring flexibility with proactive alerting

1. Select a SaaS-based solution — smaller investment with bigger returns

Imagine having the ability to proactively avoid performance bottlenecks that cause downtime and to eliminate all the fallout that ensues: lengthy and expensive maintenance cycles, poor user experiences and lost business revenue. Imagine achieving huge cost reductions for your organization, greater efficiency and resource alignment, enhanced app reliability, and new heights in user satisfaction. That's exactly what New Relic's real time SaaS-based application performance management solution delivers. It's easy to get started, you'll see results fast, and it quickly pays for itself many times over.

Our SaaS-based model means no hardware is needed, no management consoles to configure and deploy, and no long-term financial commitments, so you get complete freedom, flexibility and control. Think about all the costs associated with an on-premise model: additional hardware, extra employees, training, time spent on building a deployment plan, and professional services and consulting. With New Relic, you can avoid these costs so you get the highest return on your investment, with the lowest total cost of ownership.

Plus New Relic is secure, reliable and proven. New Relic has successfully completed the SOC 2 audit of processes and controls relevant to security and availability. We use a variety of industry-standard security technologies and procedures to help protect your information from unauthorized access, use or disclosure. New Relic's servers are hosted in a world-class Type 2 SSAE 16 SOC 1 certified data center in order to provide the highest level of security for our infrastructure and our customers. This includes fully redundant power backup systems, fire suppression systems, security guards, and biometric authentication systems for complete security and protection. Visit trust.newrelic.com to learn more about New Relic and security.

2. Have enterprise-class application performance without the hassle, in just minutes

The way you build, deploy and manage apps is rapidly changing. Agile development cycles and continuous deployment practices make change the only constant. You need to be able to instrument your web applications in minutes, not months, and New Relic let's you do just that. In only minutes you can deploy the New Relic agent, log into your account via a web browser and start seeing real time results. With no configuration required, New Relic automatically starts tracking and reporting your performance metrics no matter where you app is deployed — in the cloud, a physical data center or a hybrid environment. It's that fast and simple.

New Relic collects, aggregates, and stores billions of performance metrics each day on behalf of our more than 30,000 customers. Several organizations have deployed New Relic across tens of thousands of servers in their environments with the same ease and speed as smaller deployments. And for these companies, New Relic has become the standard for fast, effective APM. Join the growing ranks of enterprise organizations that use New Relic to optimize the performance of their mission-critical applications every day,



3. Get ONE view into your entire application stack: end users, application code & servers/databases

Wake up from the nightmare of switching between multiple consoles and chasing problems by navigating back and forth between management interfaces. Get ready to increase cross-departmental communication across IT, application owners, development and Line of Business (LoB). New Relic web application performance management is the only solution your organization needs to pinpoint and solve application performance issues. Period.

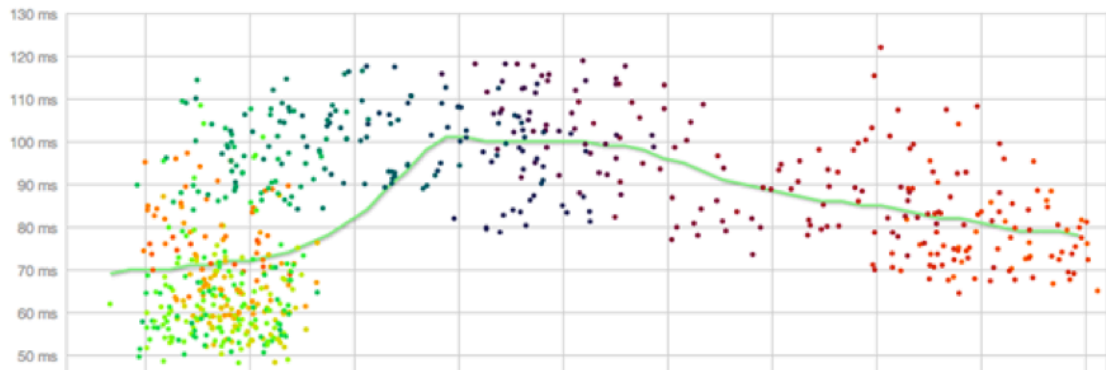
Last 24 hours	677 rpm	202.222 s	299 ms	0.89 _{0.4}	202.222 s
Previous 24 hour period	554 rpm	160.968 s	290 ms	0.89 _{0.4}	160.968 s
Last monday	772 rpm	234.153 s	303 ms	0.87 _{0.4}	234.153 s
7 day average	716 rpm	215.512 s	301 ms	0.88 _{0.4}	215.512 s

Use New Relic to proactively identify slow web transactions and their root causes in 3-4 clicks.

With New Relic you can see every detail of your application from a single interface – from the end user experience, through servers and databases, down to the line of code. Now you can view code deployments alongside app performance data and end user metrics, and identify the root cause of a performance issue in four clicks or less. For example, you can easily aggregate application response time, identify your slowest transactions, oversee application throughput, visualize a database operation snapshot (by wall time, throughput and response time) or access application error reports, all in one unified view.

Use New Relic's scalability graph to zero-in on applications that need to be tuned.

Database Time per Request vs. Throughput



Use New Relic's scalability graph to zero-in on applications that need to be tuned.

New Relic also offers actionable intelligence and comprehensive reports and custom dashboard views for IT, development and business owners alike, so you can visualize and analyze the information you need, when you need it, to make the right decisions impacting your bottom line (e.g. capacity planning, web performance optimization, etc.)

4. Proactively identify slow transactions and application bottlenecks

The reality is that whether an application is fast or not depends on your end users' perceptions. With New Relic's Apdex – an industry standard for measuring the satisfaction of a user of an application or service – you can understand how your applications are performing from a user perspective. Think about Apdex as a simplified Service Level Agreement (SLA) solution that gives you and your development and operations teams better insight into how satisfied your end users are, in contrast to traditional metrics like average response times, which can be skewed by a few long responses. With Apdex you get visibility into three user satisfaction levels with your applications: "Satisfied", "Tolerated" or "Frustrated" – with a score of 1.0 being the best that you can get.

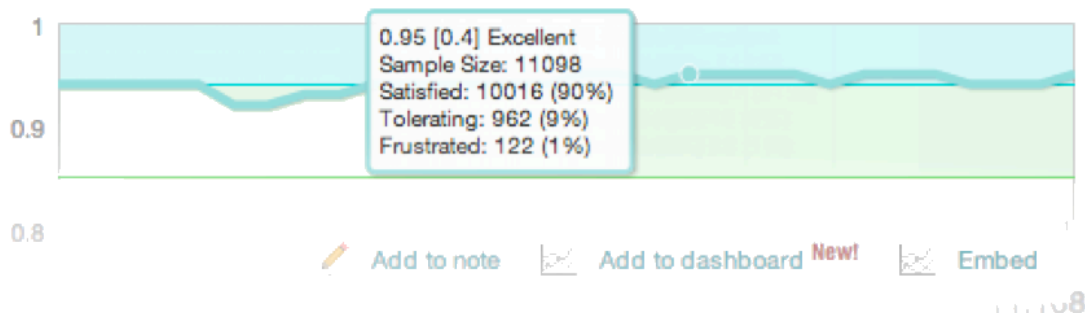


"We chose New Relic based on the features available, its ease of installation and its quick results. Overall cost was important to us so the fact that New Relic was a SaaS offering was helpful. We really liked its simple intuitive UI and shallow learning curve, and, best of all, we got almost instant value."

Kevin Bartholomew
Web Production Support
Manager, Nike

Apdex score ?

0.94 [0.4]
App server

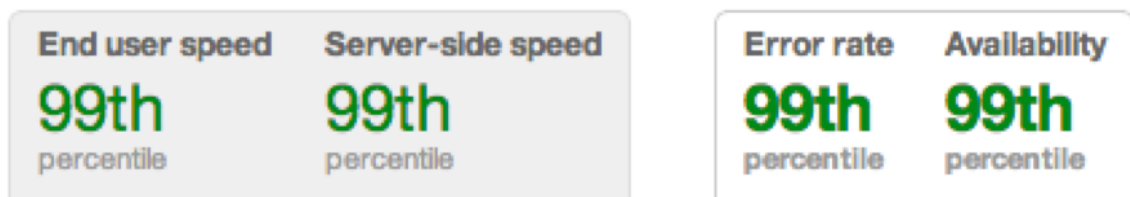


Find out how satisfied your users are with Apdex before it's too late.

When your Apdex starts to drop, it's time to put together a remediation plan in place to speed up your application. Remember, frustrated users will leave your site and navigate to your competitors, so you need to act fast, before it's too late to turn the situation around.

5. Know exactly what your end users are experiencing

Ensuring quality web experiences across all users, browsers and geographies is a must. This is why New Relic gives you browser performance data from your real end users, from the moment they click until the page has loaded, not from synthetic transactions. See exactly what your customers' experiences are by monitoring transactions, JavaScript rendering speed and network latency all from their perspective. And since you are tracking real users, you get real insight into your customers' experiences by browser type and geography, so you can quickly identify under-performing countries and regions. With New Relic's actionable intelligence at your fingertips you can work on a remediation plan, and strive to deliver top-notch user experiences for key target populations for your business.



Use the ASI to objectively compare your web performance with your competitors from your end users' perspective.

Additionally, the Application Speed Index (ASI) brings unprecedented visibility to enterprise organizations and reveals for the very first time how your applications rank in terms of performance, availability and error rates versus similar applications. With the ASI, you can look at your site's performance based on four key metrics (end user response time, server-side response time, error rate, and application downtime) and measure your performance against your competitors. With this information in hand, you're properly armed to set objective performance targets for your applications by using your current peer group rank as a baseline. For example, if an application is in the bottom 25th percentile with an end user response time of eight seconds, the App Speed Index shows you exactly what response time is required to move up into the top 90th percentile. Once you have a clear performance goal, you can architect a performance-tuning plan to incrementally move up to a top performing leader position.



Get real time insights into your customer' experiences worldwide. Identify under-performing regions.

Get ready for your next geo-targeted marketing campaign.

6. One solution, multiple languages

Development and IT teams are always looking for ways to rapidly build and deploy apps that get the job done, while shortening their development cycles. In a new era of rapid and agile development, chances are that your applications are built on a combination of Ruby, PHP, Python, Java, or .NET. Regardless of the languages used in your organization, New Relic works with you by supporting the associated frameworks and apps you and your organization use. And with New Relic you can monitor your polyglot environment, all from the same interface.

"Embedding New Relic in every application we develop and push to the marketplace is essential to MercadoLibre's continued growth and success."

Daniel Rabinovich
CTO, MercadoLibre

7. Complete monitoring flexibility with proactive alerting

When customers complain about your application's performance, it's already too late. New Relic lets you know ahead of time that you have a problem via flexible alerts and notifications, errors and availability reports, and weekly performance reports. The choice of how to use New Relic proactive alerting capabilities is completely yours. For example, you can get alerted at the first sign of trouble, when key performance thresholds are breached across your servers (CPU, disk and memory), or disable alerting and let your IT team handle infrastructure-centric monitoring with existing tools. Whether you are deploying a new application into production, fine-tuning an existing app or complementing your existing monitoring solutions, you can use New Relic stand alone or as the first line of defense that works with your existing tools and processes.

Summary

New Relic is the all-in-one web application performance tool that lets you see performance from the end user experience, through servers and down to the line of application code. Our SaaS-based APM solution delivers valuable business benefits that other tools don't. New Relic is the clear choice for the enterprise because you get:

1. A SaaS-based solution — smaller investment with bigger returns
2. Enterprise-class application performance without the hassle, in just minutes
3. ONE view into your entire application stack: end users, application code & servers/databases
4. Proactive identification of slow transactions and application bottlenecks
5. Knowledge of your real end users experience
6. One solution, multiple languages
7. Complete monitoring flexibility with proactive alerting

The performance boost your web applications get with New Relic produces measurable benefits that drive business growth.



Here are just a few of the organizations using New Relic to implement application management in minutes rather than months.

See Results Today — Completely Free.
Try our free extended Enterprise Trial

newrelic.com/enterprise or enterprise-sales@newrelic.com

ⁱ *Aberdeen Group*
ⁱⁱ *Forrester Consulting*
ⁱⁱⁱ *Jupiter Research*